

IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: **Google-41 (GP-099-00-US)**

Applicants: **Ross KONINGSTEIN, et al.**

Serial No.: **10/750,451**

Filing Date: **December 31, 2003**

Title: **SUGGESTING AND/OR PROVIDING TARGETING CRITERIA FOR
ADVERTISEMENTS**

Examiner: **Michael Bekerman**

Group Art Unit: **3622**

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

S I R:

INFORMATION DISCLOSURE STATEMENT

The applicants respectfully request that the references listed on the attached PTO/SB/08A be considered in the examination of the above-identified application. A copy of each of these references, except for U.S. patents and patent application publications, is enclosed. (See the notice, "Information Disclosure Statements May Be Filed Without Copies of U.S. Patents and Published Applications in Patent Applications Filed After June 30, 2003," Pre-OG Notices (July 11, 2003).)

Non-English language references CO-CT were cited in a Notice of Reasons for Rejection from the Japanese Patent Office in a counterpart Japanese Patent Application No. 2006-547590. A copy of that Notice of Reasons for Rejection, as well as a translation thereof, is provided as reference DM. Therefore, these non-English language references should be considered. (See MPEP 609.04(a)(III).) Further, non-English language reference CS corresponds to U.S. Patent Application Publication No. 2003/0093285 (reference CF). English language abstracts, and/or partial or full English language translations of non-English language references CO-CR and CT are provided.

Please note that references CJ-CM are identical to references DH-DK, respectively.

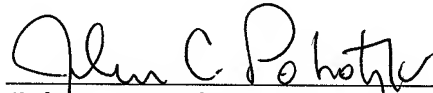
The applicants reserve the right to establish that any of the references listed on the attached PTO/SB/08A are not prior art to the above-captioned application.

Since the Examiner's Answer mailed on December 9, 2008 raised a new ground of rejection, and since the applicants elected to reopen prosecution by filing a reply under 37 C.F.R. § 1.111 on February 9, 2009, the finality of the Office Action mailed on October 23, 2006 is effectively withdrawn for purposes of C.F.R. § 1.97. (The undersigned confirmed this understanding with Michael Cygan of the Office of Patent Legal Administration ("OPLA").) Therefore, the applicants request that this IDS be considered under 37 C.F.R. § 1.97(c)(2). The Office is

authorized to charge the fee of \$ 180.00 under 37 C.F.R. §
1.17(p) to the deposit account of Straub & Pokotylo, deposit
account number 50-1049.

Respectfully submitted,

May 8, 2009

A handwritten signature in black ink, appearing to read "John C. Pokotylo", is written over a horizontal line.

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